

The Global Goodness Report 2023





Making everyone's day brighter

Through award-winning radio brands, podcasts, billboards and digital platforms, Global has become an important part of the UK's everyday. We bring music, thought-provoking discussion and impactful advertising to millions – and contribute to a wider cultural tapestry that's enjoyed everywhere from cosy kitchens to bustling high streets.

We know how lucky we are to hold such a trusted position, and take our responsibilities seriously. It's why we stand behind a unifying purpose: Making everyone's day brighter.

Making everyone's day brighter motivates us to make a positive contribution to society, the environment, and our stakeholders. It's a guiding star that not only directs us toward goodness, but helps to shape our decisions, strategies, and actions.

This year's Global Goodness report explores 12 months of giving back to the communities we proudly serve, as well as sharing insights into our future aspirations. We hope it highlights how, together, we can keep making a positive impact in people's lives.

From all of us here at Global, thank you for being with us on this journey.

Contents

Changing lives across the UK



Explore how Global's Make Some Noise has changed thousands of lives across the UK through small charities.

4 - 8

Delivering media for good



A look at the power of partnerships with Global, including the collaborations and award-winning campaigns that have delivered results this year.

9 - 13

Investing in bright young minds



How we're cultivating talent and shaping tomorrow's media industry through the Global Academy and our talent development initiatives.

14 - 17

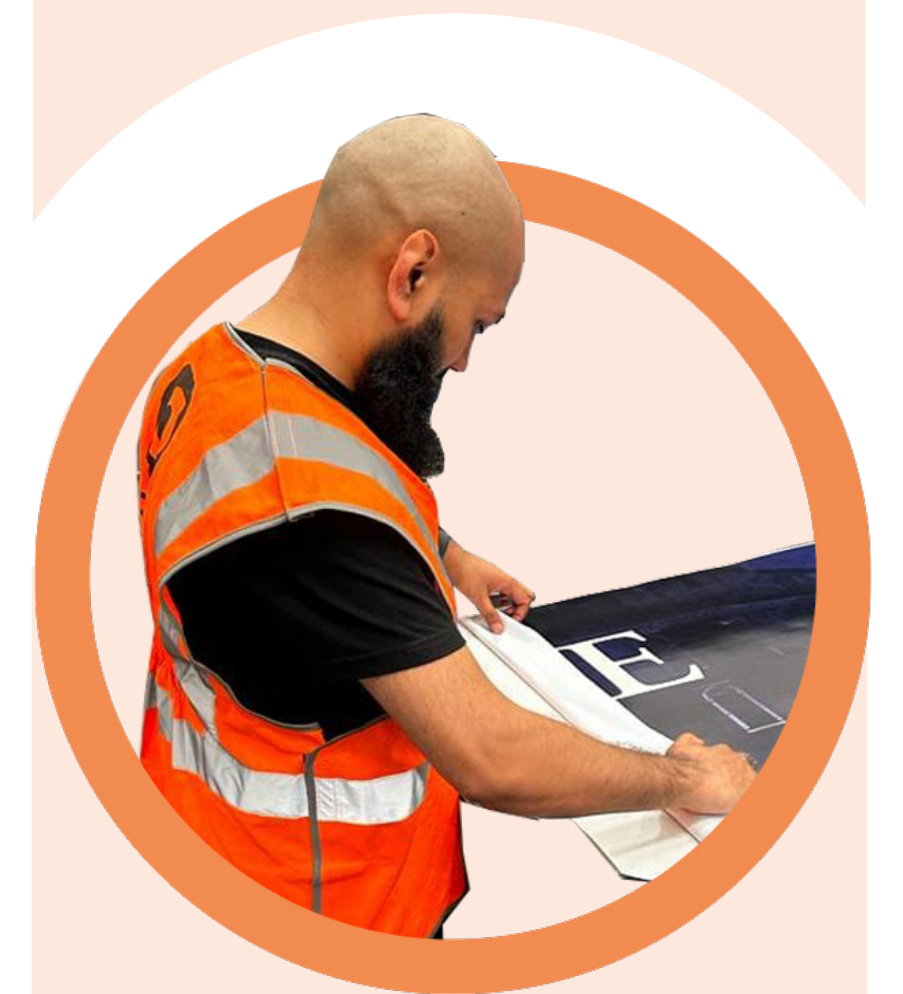
Creating a place where we all belong



All the ways we're championing diversity, equity and inclusion, supporting mental health and building a culture where every Globaller feels empowered.

18 - 23

Driving positive environmental change



What we're doing to reduce our carbon footprint and drive change across our business and the wider industry.

24 - 28

Changing lives across the UK





Changing lives across the UK



Global's Make Some Noise is Global's very own charity. Since 2014, we're proud to have raised more than £34 million, helped to change over 175,000 lives across the UK, supported over 440 community projects, and given a lifeline to hundreds of small, local charities delivering vital work.

Global's Make Some Noise runs three programmes designed to enhance the impact of small charities and support local communities:

- An awareness programme to generate publicity and support through Global's own media platforms.
- A grants programme to fund key roles, services and equipment that help change lives.
- A learning programme to boost the skills of those working or volunteering in charities, supporting longer-term sustainability.



Make Some Noise are much more than grant givers – you've been so engaged, wanting to share expertise and make charities feel involved and valued. Thank you.



Playskill

Attendee at July 2023 training day

£34 MILLION

Total funds raised to date



Brightening more lives than ever

In 2023, we committed £2.5 million of funding to 40 charities across four areas: shelter and safety, physical and mental health, loneliness and life skills. This includes £5,000 of unrestricted funding to help each charity meet growing cost-of-living pressures.

More than 24,000 people across the UK will benefit from this funding over the next two years, with grant-making reflecting our commitment to equality, diversity and inclusion. 11% of funds will support the LGBTQ+ community, 21% of funds will help people from minoritised ethnic communities, and over 40% of grants will support people living with disabilities and illnesses, including mental health problems.

Beyond funding, we believe in capacity-building and boosting the sustainability of small charities through learning and development. This year we delivered training to 59 charity staff members, drawing on Globalers' varied expertise in marketing, storytelling, digital, SEO and social media. A huge 94% of course attendees went on to tell us they gained valuable new skills or knowledge.



24,000

people will benefit from enhanced funding over the next two years.

£3,028,571

Raised in 2023 campaign





Unrivalled reach and support

As Global's official charity, Global's Make Some Noise enjoys unique access to platforms that raise awareness, deepen connections, and engage audiences. Every week, Global reaches more than 51 million people in the UK across commercial radio stations, Global Player, and an extensive outdoor portfolio.

We also continue to provide a simple and trusted way for businesses to support local charities at the heart of our communities through purpose-driven campaigns. This year, we've been thrilled to receive generous support from Universal, Barclaycard, Reed (via the Big Give), and Viking.

Partnerships with Global's Make Some Noise

Global's Make Some Noise offers organisations and campaigns a unique opportunity to reach the heart of the UK's many communities, and help to make life-changing changes. We'll be proud to help your brand speak authentically on the issues that matter most to you, through a range of partnership options.





**Delivering
media for good**



Telling important stories

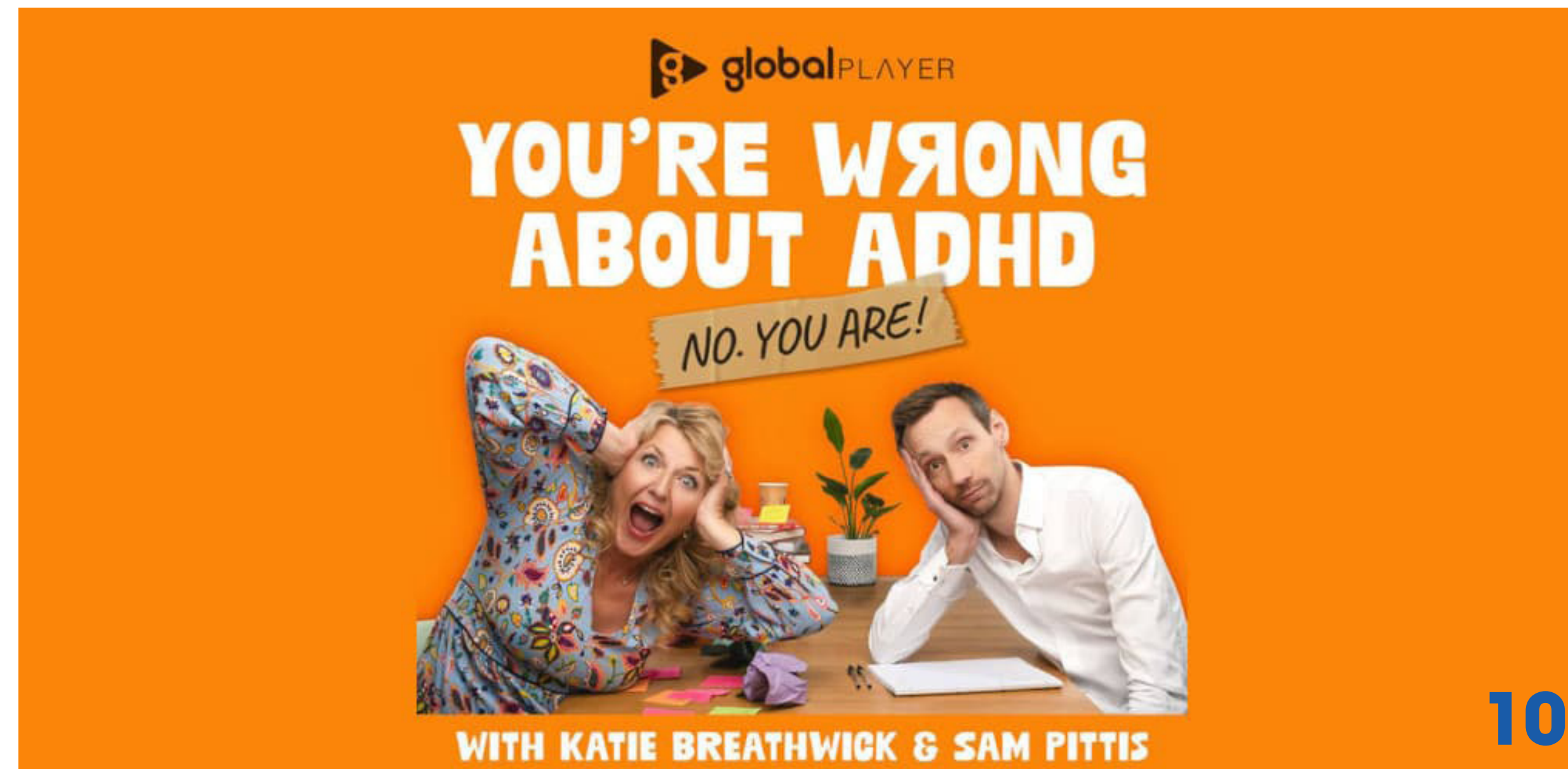
We believe that using our platforms for good can also mean telling powerful stories that bring people and communities together.

Windrush Day

In June we marked Windrush Day, LBC reported live from Tilbury Docks, reflecting on the contribution the Windrush generation continues to make to our critical services, including the NHS and Transport for London. Over on Global Player, we streamed stories of the Windrush generation, including our own Global Player original podcast Floella Benjamin's 'From the Heart' Windrush special. We also ran special Windrush Day features on outdoor sites across the UK.

You're Wrong About ADHD

In November we launched a new a new podcast on Global Player; 'You're Wrong About ADHD', fronted by Classic FM presenters and longtime friends Katie Breathwick and Sam Pittis. Each week, Katie and Sam – who have both recently been diagnosed with ADHD – explore their individual journeys of discovery; the highs, the lows, the myths and misunderstandings about the condition. From those diagnosed with ADHD later in life, to those who have spent a lifetime knowing (but not always understanding it), to partners and parents, this podcast series offers listeners relatable stories from the hosts, alongside insight and advice from expert guests.





Impact through partnerships

We know that the power of radio can deliver amazing change, which is why we're committed to using our platforms for good. Along with entertaining, rewarding and moving our huge audiences, we're also proud to support some very important causes. And partnerships are one of the most effective ways to get results.

Over the past year, we've joined forces with the likes of eBay, Boots, Aviva, giffgaff, Asda and NSPCC for campaigns that deliver measurable impact – whether that's promoting sustainable choices through pre-loved fashion or gadget recycling; health, wealth and wellbeing tips; or raising awareness of community funds or charity events.

In stunt-based campaigns, we shaved heads with Macmillan Cancer Support for 'Brave the Shave', and flatlined our Heart radio brand in a memorable campaign for the British Heart Foundation.

Elsewhere, we created an award-winning campaign partnering with the British Heart Foundation that drove awareness and donations for the charity's vital research.

We've also staged a colourful dance challenge to raise funds for Global's Make Some Noise to promote the movie 'Trolls Band Together'; promoted energy saving and alternative travel with Thames Water, Trainline and TfL; supported a drive to electric vehicles with Vauxhall.





Reaching more diverse audiences with DAX*

We're always looking for ways to challenge the norm and make our offering as inclusive as possible, which includes the way we reach our audiences. It's for this reason that we are so proud to have pioneered a unique approach to audience targeting.

Through our unique approach to targeting, we can help advertisers reach more diverse audiences with their audio campaigns. By understanding, capturing and segmenting context and behaviour, we've been able to elevate DAX Audio campaigns on podcast and streaming channels, offering:

- Brand-safe, progressive podcast conversational segments with Oracle that reach more diverse audiences when the topics of inclusion and representation are heightened in the podcast space.
- A streaming supply pack, built from our trusted stations and partnered publishers, that has significant overlap with diverse audiences. Content includes LBC, MiSoul and Soundcloud.

Working in partnership with GroupM Nexus, this targeting solution delivers campaigns that are reaching diverse audiences all year round, and has addressed intrinsic biases in the supply mix to make sure more diverse audiences are actively represented. The results speak for themselves: 96% of advertisers have delivered 3% of revenue across the DE&I supply pack, with names including Tesco, Sky, BP, Mars and Boots signed up. What's more, the solution is added to Xaxis audio campaigns by default.



At GroupM Nexus we are committed to making our products inclusive to ensure we reach the whole of modern Britain. Adding DE&I specific supply has been an important step, with DAX inventory a part of that mix.

- Tilly Sheppard, Senior Product Manager at GroupM Nexus



***Digital Ad Exchange**



Case study: The power of radio – Heart's blood donation campaign

To mark World Blood Donor Day and get more people registered to give blood, Heart Breakfast's Jamie and Amanda heard stories from those whose lives have been saved by blood donation, and met some of the people who devote their time to giving.

This segment created a massive 582% increase in registrations in just one day. Assuming each donation saves three lives, that's potentially 13,914 lives saved!

heart

CELEBRATING WORLD BLOOD DONOR DAY

582% INCREASE

IN REGISTRATIONS IN JUST ONE DAY



**Investing in
bright young
minds**



Investing in bright young minds

At Global, we're fully committed to fostering creative talent that will go on to shape the future of the media industry – and the wider world. Our Global Academy and targeted talent development initiatives nurture emerging professionals through skills-building and hands-on experience, giving them the best start to their careers.

Beyond the Academy, Global helps entry-level talent into industry roles through a number of development schemes. Our Aim High academy partnership continues to bring talent into our broadcasting and content, digital, marketing and commercial teams.

In 2023, 9 apprentices joined these teams, and now have hands-on experience alongside access to monthly workshops on key skills including public speaking, time management and goal setting.

In partnership with the Global Academy, Global also runs an annual mentoring programme. This 16-week scheme sees 30 Globallers and 30 year-12 Academy students matched through career aspirations, personal goals and experience. Workshops cover topics like safeguarding, 'Behind the scenes...' and goal setting.

Across 2022/23, we also took on our first cohort of finance graduates, using the apprenticeship levy to fund CIMA and ACCA qualifications for 11 entry-level employees. We continue to progress with our successful Tech & Digital early careers programme, with 2023 welcoming 9 tech analysts and a tech apprentice. These new Globallers have joined teams across software development and data engineering.





Global Academy

Established in 2016, Global Academy has always pushed boundaries to diversify the talent pipeline for the UK's broadcast and creative industries. This year, we've unveiled exciting new courses in media business, journalism, broadcast engineering, and esports; these courses make sure students stay ahead in a rapidly-evolving field.

What really sets Global Academy apart, however, is a unique approach to curriculum development. Teaching staff design courses in close collaboration with Global's programming, marketing, commercial, newsroom, and technical teams, which roots the curriculum in real-world industry insight and practices. Globalers then enrich our teaching with mentoring, work experience and classroom drop-ins, giving our students a competitive edge.

The impact of Global Academy already extends far and wide, with hundreds of graduates working in jobs in media companies including the BBC, Bloomberg, TikTok, Sky and News UK, as well as roles here at Global. Even better, we're thrilled to see Global Academy graduates heading up teams and departments and securing award wins from BAFTA, New York Radio Festival and the Young Audio Awards.



At Global Academy, we're not just nurturing careers; we're shaping the future of media. With a dynamic blend of innovative courses, industry collaboration, and a track record of success, we're empowering our students to make their mark on the world of media and entertainment.



Kirsty Leith

Director of Public Affairs at Global and
Chair of Governors at Global Academy



Celebrating the class of 2018

Five years on from our first intake of Global Academy students, we're thrilled to celebrate the seven original alumni who are still working at Global today.

Huge congratulations to our class of 2018.



Global's commitment to fostering an environment of learning and growth has been a game-changer for me and my radio career... The support and mentorship I received have shaped my understanding and given me opportunities to collaborate with industry experts and get hands-on experience with some of Global's biggest clients.



-Annette Asiedu, Global Academy Class of 2018



Megan Marshall
Enterprise Marketing Partner



Yasmin Arabestani
Assistant Producer



Andrew Bottcher
Sound Designer



Emily Parrott
Marketing Manager



Katie Larsen
Project Manager



Annette Asiedu
Branded Content Producer



DAngelo Briscoe
Capital XTRA Presenter



**Creating a
place where
we all belong**



Creating a place where we all belong

We're dedicated to creating an inclusive, welcoming environment where every Globaller feels valued and empowered to contribute their unique perspectives and talents to our success. It's an ongoing process that demands commitment, learning, and continuous improvement – but it's also an approach that we're fully signed up to and measuring.

Of course, fostering real diversity, equity and inclusion isn't just about the policies and programmes we put in place. It's about creating a culture of belonging, where every person, regardless of their background or beliefs, can experience the brightness of our shared purpose. By spreading positivity and respect, we know we can make each day brighter for everyone.





Better together

Our networks continue to represent a critical part of our equity, diversity and inclusion agenda at Global. Each employee network provides an opportunity for open and honest conversation on the topics that matter most to Globallers. Our employee networks provide Globallers with an opportunity to make a positive change, while gaining valuable new skills, and working alongside other Globallers from across the business.

Members drive positive change through strategy, education and campaigning, and mark many key dates throughout the year.

Our networks:



Thrive
Promoting the things that matter most when it comes to mental health at Global



RISE
Representing Globallers from various ethnic, racial, and cultural backgrounds



Women
Championing gender equality at all levels, across all areas



Accessibility
Supporting those with physical and neurological differences



Families
Providing extra guidance and support for those with children in their lives



Pride
Promoting workplace inclusion, no matter what sexuality or gender identity





Championing diversity



Ambitious about Autism

Ambitious About Autism champions the rights and opportunities of children and young people with autism.

Through our partnership with Ambitious About Autism, we welcomed three young people with autism to a 12-week supported internship in our People & Culture, Finance, and Tech teams.

The scheme included mentoring, interview coaching and on-the-job training. Ambitious About Autism also helped to elevate Global's understanding of autism and neurodiversity in the workplace.



“ It’s the most accommodated for I’ve felt in a working environment. I felt incredibly welcomed and accepted. I feel like I don’t have to pretend to be allistic, as everybody is understanding and accepting of who I am. ”

Pebble Chapman
Ambitious About Autism Intern



Global supports Media For All (MEFA) on its mission to close the representation gap in media and advertising by helping Black, Asian and minoritised ethnic talent succeed.

This year, we worked with MEFA on a dedicated mentoring programme for 10 Globalers, who took the chance to build their professional networks, develop their careers, and gain practical advice from industry experts with shared lived experiences.



“ Being an Asian female, I feel more empowered and educated to have an experienced mentor who navigated me through my career, ambitions, and choices. The programme is flexible and provided the opportunity for sessions to be tailored to the areas of my greatest interest! ”

Dhruvisha Makwana
Diversity & Inclusion Co-Ordinator



Case study: Black History Month Spotlight

To celebrate the contributions of African and Caribbean communities around the UK, we spotlighted Black female Globalers who continue to break creative barriers and promote creativity and innovation at Global.



families @ global



women @ global



RISE @ global

#WeSeeYou



Lemara Bailey
Group Partnerships
Manager – Outdoor



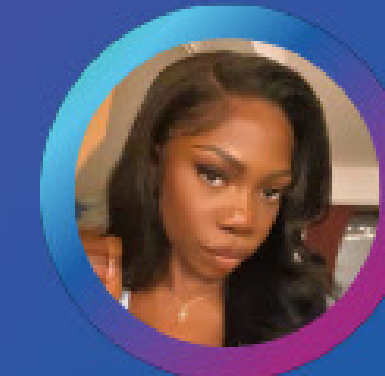
Angie Bagot
Branded Content
Producer



Vera Kamara
Media Executive



Amica Anselm
Podcast Partnership
Manager



Remi Branco
Commercial Video Assistant
Producer



Joelle Bahati
Senior Customer
Support Agent



Rhea-Mae Williams
Partnerships Account
Manager



Ope Longe
Data
Strategist



Yolanda Joseph
Head of Agency,
Outdoor



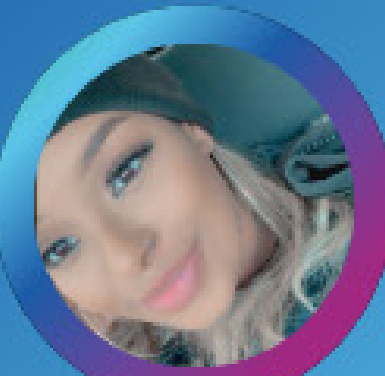
Desaray Ellis
Head of Partnerships
Estate Management



Jade Lewis
Music Programmer
Capital XTRA



Michelle Daye
Trade Marketing
Manager



Ayan Hassan
Senior Partnerships
Executive



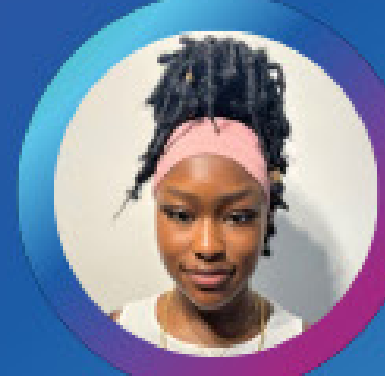
Rachel Glean-Dumbrell
Business Development
Manager, DAX Outdoor



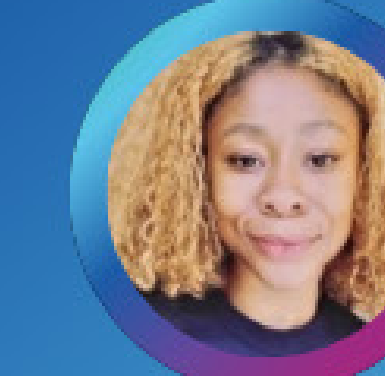
Omasan Ugborogho
Partnerships Manager
National Sales



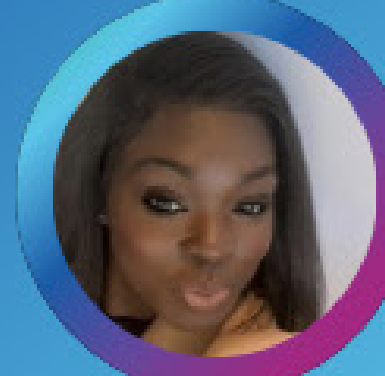
Natalie John
Head of People –
Outdoor & DAX



Charmaine Olupitan
Technology
Support Analyst



Comfort Read
Capital & Capital
Dance PA



Rabiat Hall
Agency Manager



Nokuthula Hatoongo
Account Manager,
Commercial Talent



Naomi Gasim
Business Development
Manager – DAX

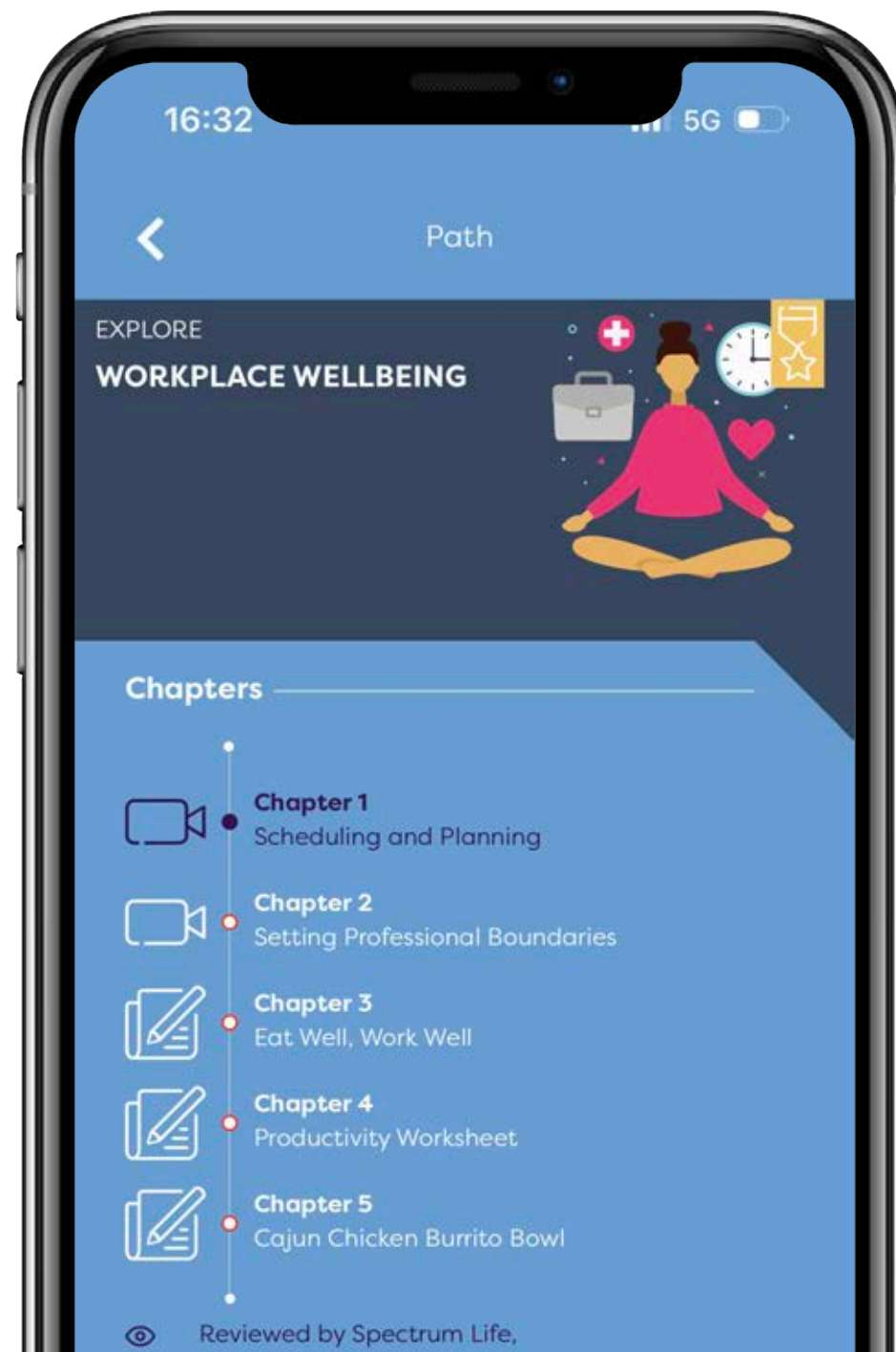


Health and wellbeing

We believe that looking after our mental health and wellbeing makes us happier, healthier and set up to do our best work.

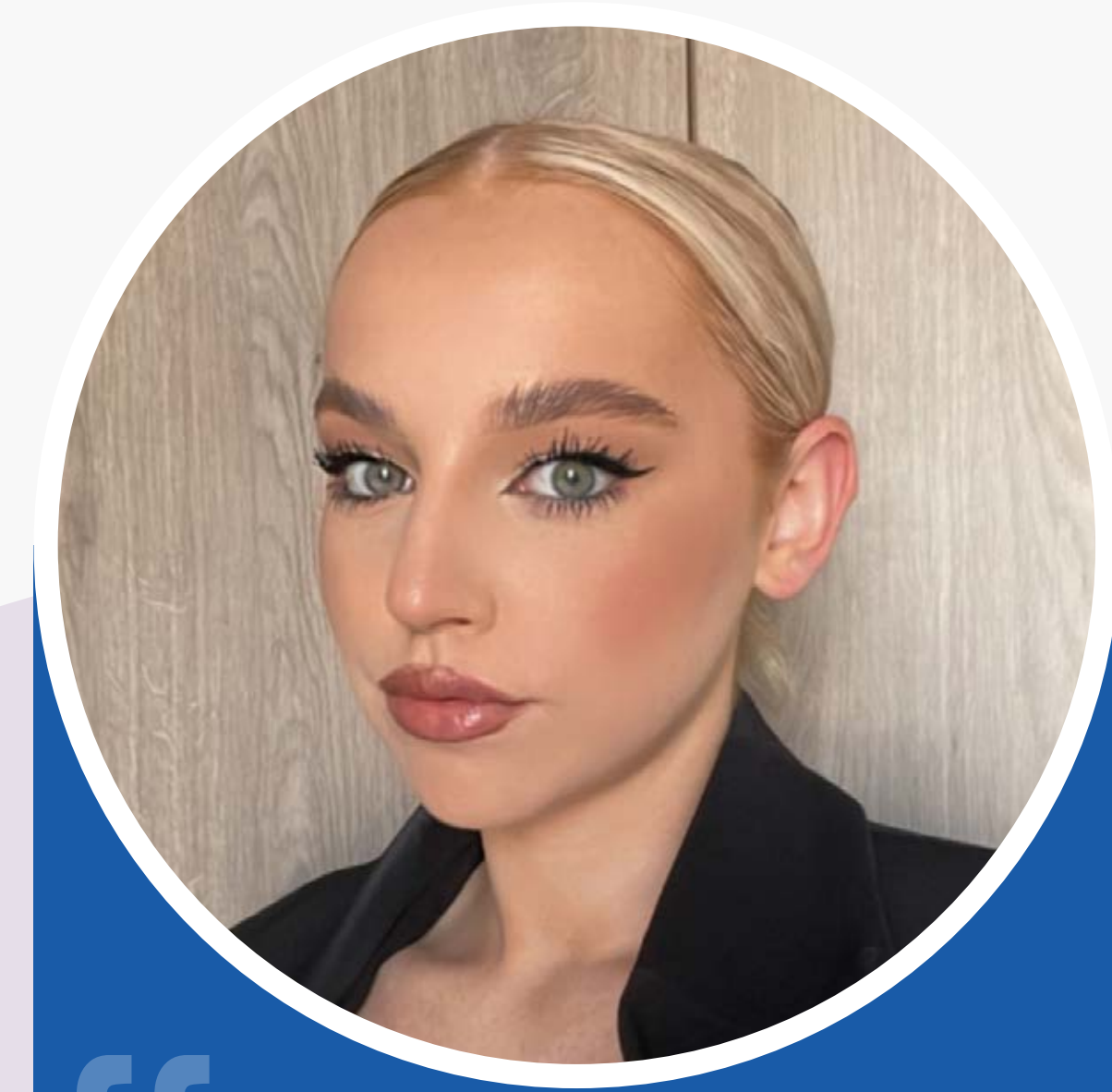
In May, we marked Mental Health Awareness Week with a campaign that included guided meditation and additional support for our managers. The theme was 'mental health starts with me' – so we asked Globallers to share their top tips for adding a little mindfulness to each day.

Alongside the existing apps we offer for free to Globallers (Headspace and Peppy), in June we launched a new Employee Assistance Programme, offering real-time support for body and mind. Its enhanced offering includes real-time support by call, text or live chat, a virtual gym, tailored nutrition plans and recipe ideas, and a wellbeing studio.



Thrive @ Global, our brand-new staff network, is dedicated to employee wellbeing and mental health support.

We believe that to do your best, you need to feel your best. This network marks the start of the next chapter for mental health at Global and sets out our ambition to create a place our Globallers can thrive.



“For me, thriving at work is feeling confident and comfortable expressing my emotions, knowing I’ll be supported if I need to take action to protect my mental health, and finally, knowing I work in a company that understands and promotes a healthy work environment.”



Ellie Lyons-Martin
Thrive Committee Member

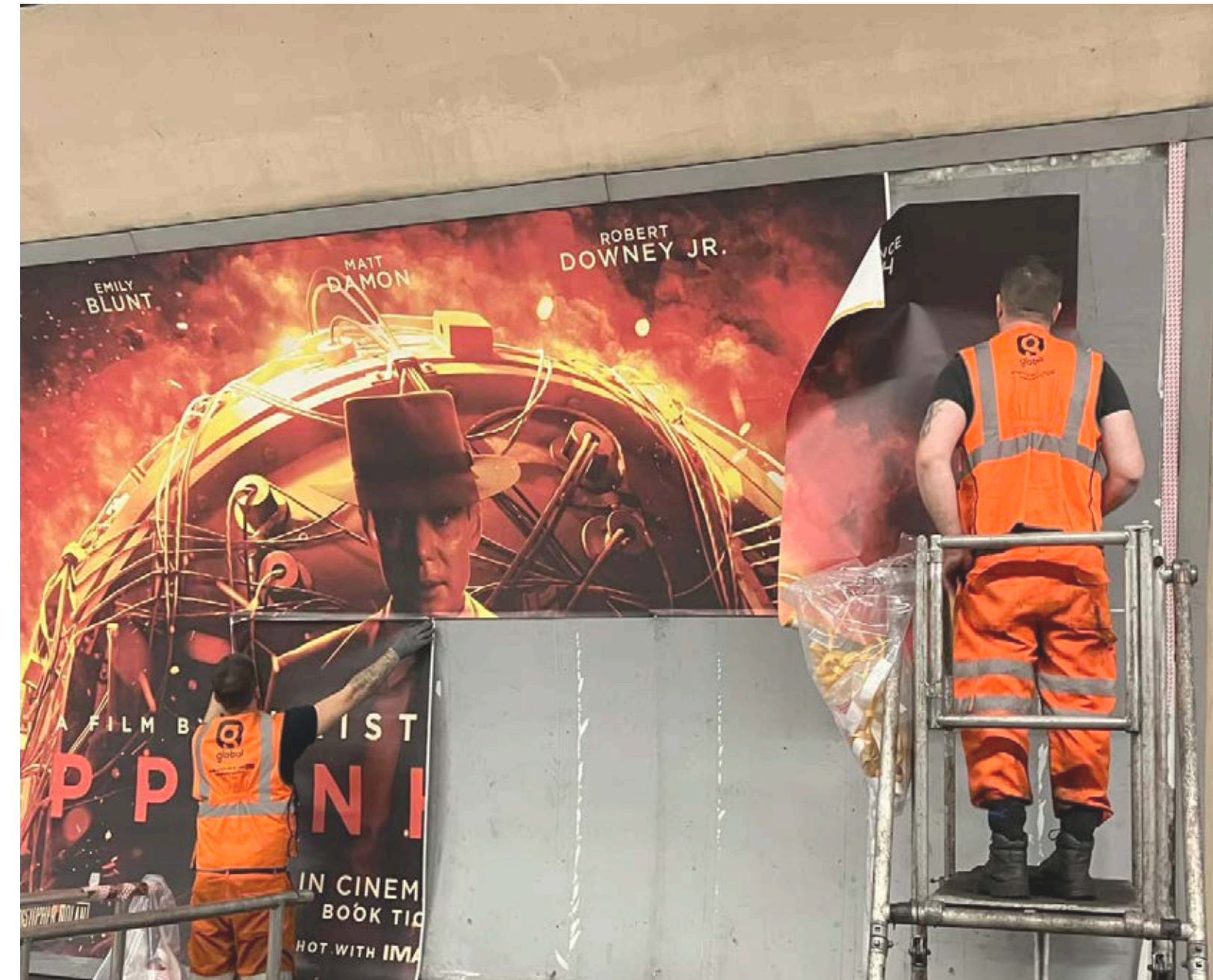
A low-angle, upward-looking photograph of a bamboo forest. The bamboo stalks are dark green and rise vertically, creating a strong sense of height and perspective. The canopy is a dense, vibrant green, with sunlight filtering through the leaves, creating a bright, glowing effect at the bottom center of the frame. The overall atmosphere is fresh, natural, and hopeful.

**Driving
positive
environmental
change**



Driving positive environmental change

Environmental sustainability is one of Global's core Goodness initiatives, and a key element of our plan to make a difference in the world. With our responsibilities in mind, and a platform from which to be a force for good, we continue to champion change for the benefit of our planet and generations of people to come.





Our emissions reduction journey

Global is a proud signatory to Ad Net Zero, the ad industry initiative. Through this, we've pledged to reach Net Zero across our business operations by 2030 to play our part in the UK's decarbonisation.

Our broader carbon reduction strategy is guided by the Greenhouse Gas Mitigation Hierarchy: avoid > reduce > substitute > eliminate. This model helps prioritise the actions that will have the greatest environmental impact. Using this framework, we're creating our long-term carbon reduction plan while expanding carbon measurement to build a more holistic view of our company's footprint.

These changes are already being reflected in our shrinking carbon footprint. In 2023, we achieved an absolute carbon reduction of 10.4% compared to 2022, as independently verified by our Planet Mark certification.

This progress is backed by our ISO 14001 and 50001 certifications, which we retained this year after external assessment of our environmental and energy management systems, processes and operations.

Since 2021, Global has used 100% renewable energy across all managed sites. None of our waste is sent to landfill as part of our Zero Waste to Landfill policy; 45% of our waste is recycled, with the remainder going to Energy from Waste, feeding electricity back into the grid.

We believe that sustainability should run through every part of our company, and play into decision-making processes – a mindset that's paying off in all corners of the business. For example, our fulfilment processes are now paperless, with digital tablets helping to save us printing roughly 56,000 sheets of paper a year!

100%

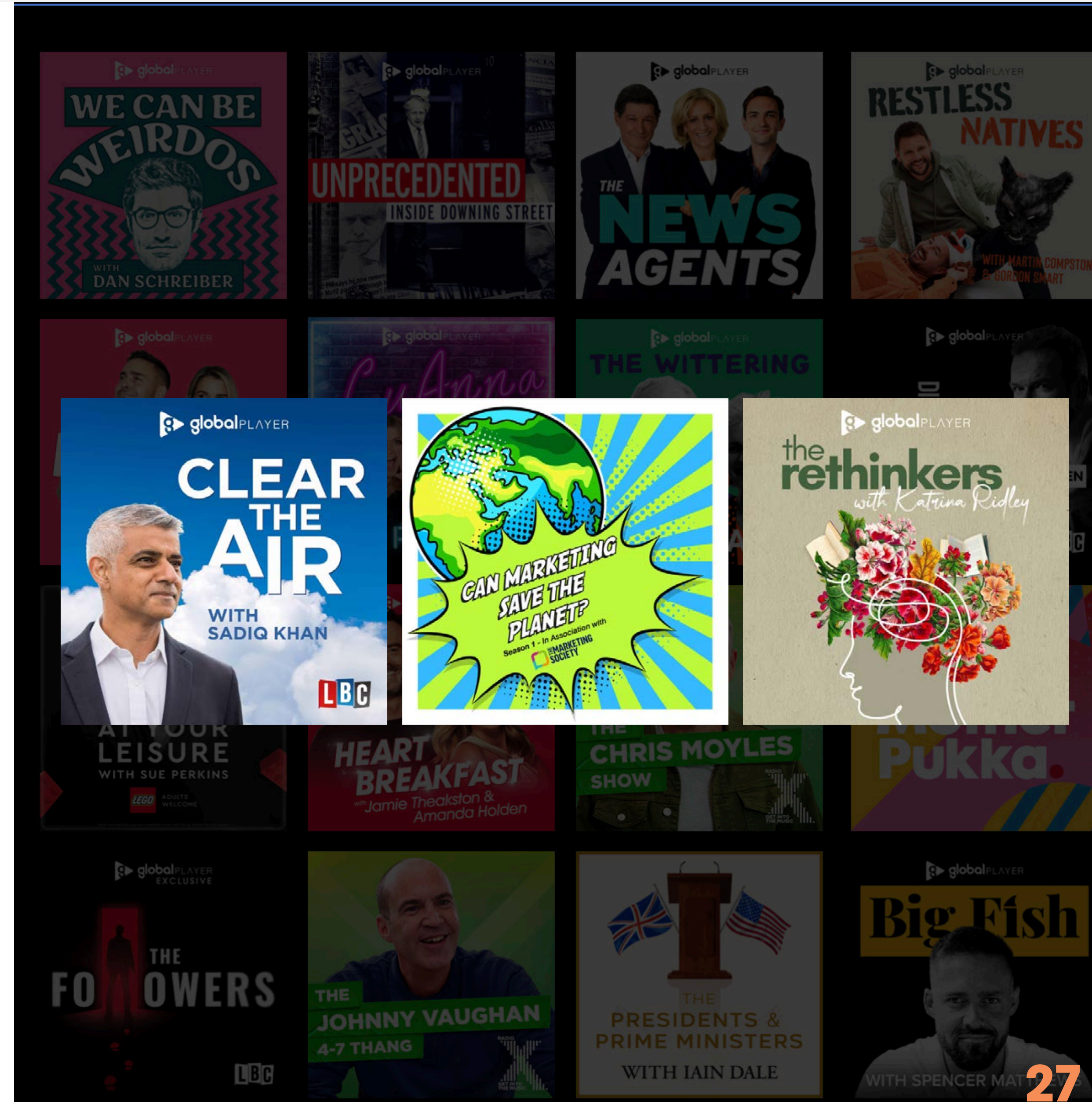
renewable energy used across all managed sites since 2021.



Beyond carbon emissions

It's essential to acknowledge our impact beyond carbon emissions and take a broader view of environmental sustainability. In the Outdoor side of our business, for instance, we launched the Outdoor Sustainability Initiative to drive more sustainable practices in classic outdoor advertising. Actions have ranged from improved efficiencies in campaign delivery, and waste management and recycling, to reducing carbon in our business operations and supply chains, through to innovative and more eco-friendly printing using organic inks and FSC-Certified fibres. We've also brought bus ad production in-house, allowing us to remove harmful chemicals, reduce waste by eliminating vinyl layers from production, and use greener materials like Fluted Polypropylene Boards. Plus, we recycle boards at the end of campaigns into polypropylene products including new bus boards.

But while we're working hard to improve our environmental credentials, we know the biggest changes can't happen overnight. So, one way we continue to have an ongoing, wide-reaching impact is by using our platforms to engage people well beyond our business. Podcasts like 'Clear the Air' with Sadiq Khan; 'Rethinkers' with Katrina Ridley; and 'Can Marketing Save the Planet?' dive into the most pressing issues in sustainability on a personal, business, and societal level, and help us take vital conversations into the wider world.





Green Apple Award

In 2023, Global was presented with a Green Apple Award for the sustainable event management and video production of Capital's Summertime Ball with Barclaycard. Our strategy included sustainable sourcing with an opt-in policy for printing, the elimination of single-use plastics, and the reduction of travel-related emissions, all of which resulted in Albert Certification for sustainable production.

This is Global's sixth Green Apple Award, with previous awards given for increasing warehouse recycling rates, reducing our carbon footprint year-on-year for five years, significantly reducing single-use plastics and for using environmentally responsible materials and fittings when refurbishing our SKA Gold-Awarded Holborn office.



Here's to working together

Thanks for taking the time to read our 2023 Global Goodness report. We're grateful to all of our colleagues, partners, suppliers and audiences, and look forward to an even brighter 2024.

For 2024, we want to keep challenging the status quo and push the boundaries of creativity and innovation so we can better serve the communities we work in.

If you share our ambitions, we'd love to talk to you about expanding our Goodness agenda. In return, we can offer unrivalled sponsorship opportunities that drive brand fame and purpose, and generate real social impact.

Email goodness@global.com to see how we can brighten more days together.

